

Tobacco Use Prevention & Control

Phone: 515-281-6225
<http://idph.iowa.gov/tupac>

Promoting & Protecting the Health of Iowans



Since the year 2000, the Division of Tobacco Use Prevention and Control (TUPAC) has been reducing tobacco use, promoting cessation, and reducing exposure to second hand smoke for all Iowans. The ultimate goal of tobacco control in Iowa is to reduce the burden of tobacco-related chronic disease and morbidity, reduce the number one cause of preventable death and reduce the emotional, societal, and health care costs from tobacco use.

In 2014, 18.5% of Iowa adults reported they were current cigarette smokers. In 2014, 4% of Iowa 6, 8, and 11th grade students reported that they had smoked cigarettes in the prior 30 days while 6% reported using e-cigarettes and 9% reported using tobacco in any form during the past 30 days.

Substantial health care and work productivity costs are prevented when Iowans stop smoking. Annual health care costs in Iowa caused by smoking are at \$1.285 billion and the Medicaid portion of those costs extend over \$364.5 million.

Did you know?

32% of Iowans with annual incomes under \$20,000 report smoking while only 10% of Iowans with incomes over \$75,000 report smoking. (BRFSS, 2014)

Why is Tobacco Use Prevention and Control important to promoting and protecting the health of Iowans?

- Tobacco use is the leading preventable cause of death of Iowans. In 2014, approximately 5,100 deaths were identified as tobacco related.
- Smoking increases the risk of cancer, asthma, chronic obstructive pulmonary disease, and coronary heart disease.
- Reducing tobacco usage reduces Iowa's burden of chronic disease, improves workforce productivity, and reduces health care costs.

Which Iowa Public Health Goals are we working to achieve?

Promote healthy behaviors

Protect against environmental hazards

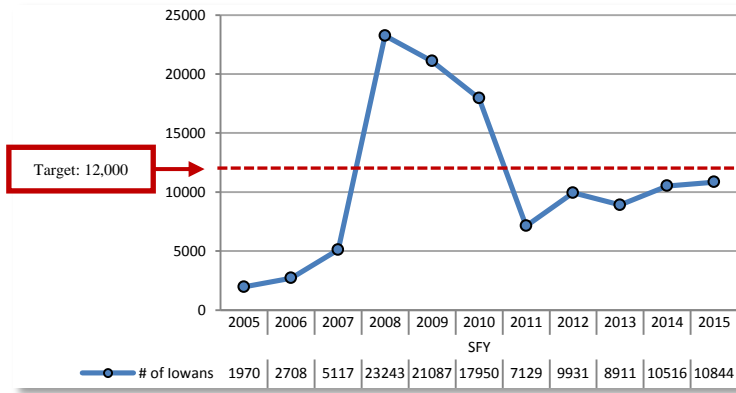
Strengthen the public health infrastructure

What do we do?

- TUPAC funds 37 Community Partnerships, covering 99 counties, to engage in tobacco prevention and control activities at the local level. For more information, go to idph.iowa.gov/tupac
- Promote prevention and cessation through social media and targeted interventions.
- Provide resources, education, and information about the Iowa Smokefree Air Act at www.IowaSmokefreeAir.gov and 1-888-944-2247.
- Partner with private and public organizations to support health initiatives such as Blue Zones and the Healthiest State Initiative.
- Support [Quitline Iowa](http://QuitlineIowa.org) 1-800-QUITNOW (1-800-784-8669), which provides free, effective coaching to help Iowans quit using tobacco.
- Collaborate with other state agencies to enforce laws prohibiting tobacco sales to minors.
- Provide training and education to health care providers to promote cessation with their clients.
- Monitor trends in smoking and tobacco use prevalence and conduct evaluation of activities.

How do we measure our progress?

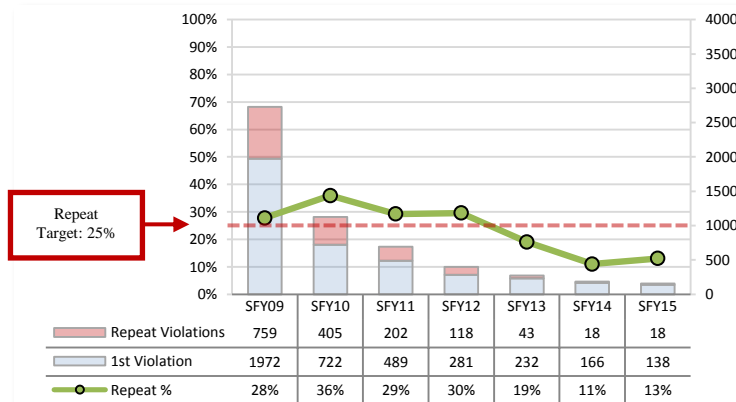
1 Number of Iowans Using Quitline Services



Data Source: Quitline contractor.

How are we doing? After declines in Quitline use in FY2009, FY2010, and FY2011 due to the discontinuation of free nicotine replacement therapy (NRT), more tobacco using Iowans are accessing Quitline Iowa services. The gains in FY2012 held relatively steady in FY2013. With the ability to offer NRT again, we saw an increase in Quitline users for FY2014 and FY2015.

2 Percentage of Smoke-Free Air Act Complaint Repeat Violations



Data Source: Smoke-Free Air Act (SFAA) Reporting Data.

How are we doing? In recent years, through technical assistance and education, we have reduced the number of repeat violations of the Smokefree Air Act (SFAA). In fiscal year 2009, 28% of SFAA complaints were for violations that had already been documented. In fiscal year 2015, this number was reduced to 13%. Reducing the number of repeat violations demonstrates enhanced compliance with the law and reduction in risk from secondhand smoke for Iowans.

What can Iowans do to help?

1. Be a strong role model: Be tobacco free.
2. Promote Quitline Iowa to loved ones, friends, coworkers, or any Iowan who wants to quit using tobacco. Encourage them to call 1-800-QUIT-NOW (1-800-784-8669).
3. Healthcare professionals should ask patients if they use tobacco products, advise them to quit and refer them to Quitline Iowa.
4. Young Iowans can participate in ISTEP (Iowa Students for Tobacco Education and Prevention).
5. Help to ensure compliance with the Smoke Free Air Act by going to www.iowaSmokefreeAir.gov or 1-888-944-2247 for information and resources regarding the law.

Expenditures

General fund, federal funds, & intra state receipts*: K01-0203/0219/0221/ 0223/0233; 0153-0224/9342.

	State Fiscal Year 2014 Actual	State Fiscal Year 2015 Actual	State Fiscal Year 2016 Estimate
State funds	\$4,818,723	\$5,248,361	\$5,248,361
Federal funds	\$995,327	\$861,749	\$900,298
Other funds*	\$280,000	\$280,000	\$280,000
Total funds	\$6,094,050	\$6,390,110	\$6,428,659
FTEs	7.61	7.61	10.00

Note: Funding information is intended to provide an overview of funding related to the program area. It does not include all federal and state requirements and/or restrictions for the use of funds. Contact the program area for more detailed budget information.

Iowa Youth Tobacco Prevention

During the 2014-2015 academic school year, ISTEP registered 1,600 members in 7th-12th grade. This membership was in 88 chapters, representing 52 counties. All ISTEP activities, messaging and educational strategies are created by the ISTEP Youth Executive Council, comprised of 20 youth members from all areas of the state. Currently, four young Iowans represent ISTEP on the Tobacco Use Prevention and Control Commission. ISTEP believes our lives and bodies are Worth Fighting For, and promote this message statewide.

Check out our website at www.iowaSTEP.org.

Iowa Department of Public Health ♦ Division of Tobacco Use Prevention & Control

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Quitline Iowa – Phone: 1-800-QUIT NOW (784-8669) ♦ www.quitlineiowa.org